



# FLOWER PRESS



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**Elaine Christian**  
919-876-0687

## PRESIDENT'S MESSAGE...

Can you believe how fast the summer is going and that it is time for our NCSFA "Art International" convention? This year we will explore and celebrate the art of floral design while learning about the culture and customs, colors and trends from all around the world.

Friday nights theme will be fine art and fashion in France! You may choose to come dressed in a very fashion forward way or you may give us you best "ugly betty" attire! Break out your hat or your poncho!

We have a great line up for programs this year and also a very fun packed and educational business work shop (wait til you see who all is doing that) it will be awesome!

Members banquet will be collaborative, clean and colorful and I hope each of you will join me!

I am excited to explore art this year and I am honored to serve as your president this year. Thank you for this opportunity!

Looking forward to seeing you in Greensboro!

Sincerely  
Jody McLeod



**Save the Dates...**

**2010 NCSFA Convention  
August 13-15**

**“International Art”**

**Embassy Suites - Greensboro, NC**

**Cut off Date for Hotel Reservations is July 15**

**Room rate is \$107.00**

**Call and ask for the NCSFA block at (336) 668-4535 and  
make your reservation now!**

## Teleflora Program

**July 18, 2010**  
with Wilton Hardy

Quality Inn and Suites - Arden, NC (Asheville)

For more information contact Sherri Suttle at Bostic Florist (828) 245-2884

**Board of Directors Meeting**

North Carolina State Florists Association  
 Board of Officers and Directors Meeting  
 Embassy Suites, Greensboro, NC  
 Sunday, June 13, 2010

Present:

Jody McLeod	Brian Hyde	Carol Mills	Bud Cardwell
Michael Trogdon	Joe Davoli	Beulah Green	Kevin O'Malley
Cindy Tole	Lona McKinney	Mike Williams	Don Holmes
Gary O'Connor	Sherri Suttle	Bill McPhail	Carol Dowd
Nancy Lawhern			

Absent: Karl Hastings, Clark Goodin

President Jody McLeod called the meeting to order at 10:05 AM. The Anti-Trust Policy was re-affirmed.

The Treasurer's report was presented. Carol Mills **made a motion to accept, Joe Davoli seconded. Motion carried.**

**Old Business:**

Education committee report was given by Bill McPhail. The Hand-on Workshop scheduled for May 23 was canceled due to lack of participation. Bill also stated that registration for the 2010 NCCPF was very slow. There was much discussion on ways to improve school and also ways to get information out to all florists in the state. Carol Mills **made a motion to begin working on the process to have the business portion of the school available to take on-line, second by Cindy Tole. Motion carried.**

Membership report was given by Lona McKinney who stressed the Need and Ways to increase membership.

Rules & Policy – No report

Flower Press – Deadline for items is June 22

By-Laws – No changes to report at this time

Public Relations – No report

Nominating Committee report was presented by Cindy Tole.

Retail Director – Lonnie Taylor, Carol Dowd, Nelson Simpson, Charlie Jordan

2<sup>nd</sup> Vice-President – Don Holmes, Lona McKinney, Wayne Burchett

Program Book Report – Bud Cardwell advised the board he will be accepting ads until June 25

Legislative – No report

**New Business:**

President McLeod presented convention committees for the 2010 convention being held August 13-15 at the Embassy Suites in Greensboro, NC.

**Other Business:**

There was general discussion on ways to improve the NCCPF school, the hands-on workshops, and membership and convention attendance.

Next board meeting will be on August 13, 2010.

Meeting adjourned at 11:50 AM

Respectfully submitted  
 Bud Cardwell  
 Secretary

## ALLIED NEWS...

### Winston-Salem Florists Association

The Winston-Salem Florists Association met on Monday, June the 7<sup>th</sup> at The North Point Grill. Acting president, Gene Harbaugh, led the meeting. After dinner and the meeting, Robert Huff introduced our program for the evening which was presented by our current Designer of the Year- also Gene Harbaugh! During his program, entitled- Roses! Roses! Roses! , Gene demonstrated many different ideas for designing with a dozen roses in a variety of containers with an emphasis on being "green". We would like to thank Greg Damron and Floral Trends in Charlotte for their generous donation of roses and foliages.

*Karl H Hastings, Jr.  
Bo-Ty Florist*

### Greensboro Triad News

The Greensboro Triad Professional Florists Association met at the Newbridge Bank Park home of the Greensboro Grasshoppers for a cookout and ballgame hosted by Freeman's Florist in Randleman on June 1. Everyone had a great time.

The July meeting will be held at Always & Forever in Madison on Tuesday, July 13th. This will be our GTPFA Designer of the Year contest. Interested individuals should contact Cherie Burchett at Asheboro Florist for more information on the contest.

Congratulations to Jennifer Gilmore and her husband Patrick. Jennifer works at Freeman's Florist and gave birth to a new baby girl weighing 5 lb. 6 oz. on Monday June 21, 2010.

Our sympathies are extended to Angie & Jeff Freeman in the loss of her dad—Bobby Saunders on June 18, 2010. Bobby worked for over 25 years at Garner's Florist in Asheboro as well as Freeman's, Asheboro & Arbor Gate. He was an accomplished artist and cake decorator.

*Jeff Freeman, President GTPFA  
Freeman's Florist & Gifts - Randleman, NC*

### Southern Retail Florist Association

Make plans to attend the Southeast Regional Floral Showcase. **Reviving, Surviving & Going Green** will be held at Embassy Suites in Concord, NC on **August 27-29**. Start the weekend off right with kickback Friday - a festive evening based on fall holiday themes - it could be ghoulish. Enter competitions, workshops, seminars and feast your eyes on fabulous floral shows. Revive your energies, learn to survive and bring in the green at Southern Retail 2010. For More information go to [www.southernretail.org](http://www.southernretail.org)

*Jerry Freeman, SRFA Board Member  
Freeman's Florist & Gifts - Randleman, NC*

### **NCCPF School Cancelled for 2010**

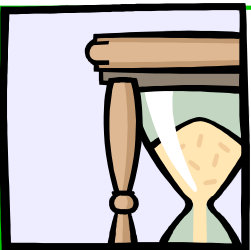
The North Carolina Certified Professional Florist school planned for September 19-26 at the Brookstown Inn in Winston-Salem has been cancelled for 2010. Only 4 students registered for the school this year. We must have 10 fully matriculated students to hold the school each year. This makes the third year in a row the school has not been held. The Education Committee has already begun working on the school for 2011 and dates should be available in the fall.

We are looking at several areas where we may be able to change the school to attract more students, including online classes. More information will be available in future issues of the Flower Press and on our website, [ncflorist.org](http://ncflorist.org). Remember that the school is now a Pathway Provider to AIFD'S Certified Floral Designer Credentials.

Bill McPhail  
Education Committee Chairman.

### **\*\*Convention Update\*\***

The Education Committee is sponsoring a Body Flowers Hands-on workshop to be held during the hours of the Corsage Bar at the convention. Instructors will be Cherie Burchett and Sam Bell. Look for more information in your convention packets.



## It's Not Too Late

Send in your advertisement  
For the NCSFA Year Book

Show your support for the NCSFA and increase your advertising market.

Imagine your ad in every member's shop for an entire year! Complete the Year Book Ad form available on the web site or by calling the NCSFA at 919-876-0687 and mail it back to:

NCSFA | PO BOX 41368 | RALEIGH | NC | 27629

The first annual "North Carolina Flower Show" was held at the Clayton Center in Clayton, NC in March of this year. The idea for the flower show was conceived by our current NCSFA President Jody McLeod of Annie V's Florist in Clayton. The purpose for the program was to raise money for the NCSFA. We raised a total of \$693.00. The product used for the first North Carolina Flower Show was generously donated by: Cleveland Plant and Flower, Lihmils Wholesale Florist and Curtis Flower Farm. The design work and behind the scenes preparations were handled primarily by the NCSFA

Board of Directors. The program consisted of a video presentation of flower harvesting and care in South America, three design vignettes featuring the work of NCSFA Designers of the Year - Brian Hyde, Karl Hastings and Stephanie Garrett, an impromptu design competition featuring Stephanie, Jody and Karl hamming it up for the audience, an interpretive design showcase, and a botanical display in the lobby area. We hope to repeat the success of this years program next year to an even bigger audience.

